. . THE . .

KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAPH TRADING Co., Ltd.

HEAD OFFICES:
55-59, Shaftesbury Ave.,
London, W.

Telephones: 1620-1-2 Gerrard.
Telegrams: "Gramofilm, Telew, London."
Telewriter: 227 Charing Cross.

AND AT
Metropole Buildings,
The Hayes,
Cardiff.

Telegrams: "Gramofim, Cardiff."
Telephone: 4352 Cardiff.

No. 12. Wednesday, March 19, 1913. Published Weekly

MAINLY TO THE NEW READER.

In the course of this eventful week, the occasion of the first Kinematograph Exhibition, the Kinetradogram will doubtless come into the hands of many of its readers for the first time. Therefore it is necessary to give a slight résumé of its objects.

Started auspiciously on the first day of the present year, it has gained the increasing favour of its many readers week by week. Its object is to announce the offers of the Kinematograph Trading Co., and to bring Renter and Exhibitor into closer, more intimate touch with one another, and to comment from time to time on matters affecting the Trade in an independent spirit.

The Kinematograph Trading Co. stands among the foremost Renting houses of to-day, and this position has only been acquired by clean methods and straight dealing. The Company intend to jealously guard the reputation they have acquired in this direction, and to that end have modelled their business on lines which will tend to cement still more strongly the friendship existing between themselves and their numerous customers.

If any Exhibitor who reads these lines is sufficiently interested in the Company, and its claims to a share of their patronage, he is asked to send his name and address to the offices, at 55-59, Shaftesbury Avenue, W., when he will receive the new issue of the Kinetradogram each week.

THE EDITOR.

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THE EDITOR.

KINEGRAMS

NEWS AND NOTES FROM EVERYWHERE.

"The looker-on sees most of the game."

Mr. George Edwardes has obtained a perpetual injunction against the public exhibition of Eclair's feature film, "The Merry Widow." This has naturally resulted in the withdrawal of this film from our list.

If your tip-ups you would cram,
Read the Kinetradogram.

The Kinema trade has its share of litigation nowadays, one way and another. Hardly a week passes but the ubiquitous moving picture is referred to in the Courts. It seems to have invaded every phase of modern life, and yet there are people who ask when the "craze" will die out!

The opposition's tail you'll twist,
By getting on our Mailing List.

Congratulations to Messrs. Hepworth on their ingenious retort to "John Bull" anent "At the Foot of the Scaffold."
If the cap fits———

In catering for the Showman's needs
The Kine. Trading Co. still leads.

Among recent visitors to our offices, we had the pleasure of a call from Mr. Dove Paterson, of Aberdeen, and his talented wife. Mr. Paterson reports great business in the Northern city, a result, we opine, of his original methods of attracting patrons.

The other man will tear his hair
When you book up the "Grossmith-Dare."

Without any sort of doubt the "Vengeance of Durand" is the finest feature film we have ever seen. The Vitagraph Company are to be heartily congratulated on this masterly production. Speaking quite candidly, we are not enamoured of American two or three-reel features, but this picture raises Kinematography to the dignity of the fine arts.

In striving to be up-to-date
Our little book they imitate.

Have *you* booked the "Dare-Grossmith" film yet? All copies are booked solid for several weeks, but we are willing to put on further ones if necessary.

Take care! A Kinetradogram
Without the peacock is a sham.

Hundreds of boys will be let loose next week from the schools, and anxious mothers will have cause to be thankful to any Manager who has the foresight to cater especially for the young savages. An opportunity presents itself in the "Boy Scout Hero," which can be hired exclusively for £2 for three days.

THE LOOKER-ON.

A NEW EXCLUSIVE.

Below we give a synopsis of our next exclusive, which we shall release very shortly; full particulars as to release date and printing will be announced in our next issue. In the meantime, it is advisable that customers should reserve their towns.

A GIPSY GIRL'S ROMANCE.

A gipsy caravan is drawn up at the side of the road. Its two occupants are Roma, a young girl, and her mother. The old woman is dying, and brought face to face with the stern realities of life, the young girl gazes despairingly along the road in search of help. Happily it is at hand. A luxurious car, whose magnificence throws up in strong relief the sordid conditions of the wandering nomads, dashes up, and its occupants, Sir Henry and Lady Millman, render willing aid.

The old gipsy woman is gently carried to the car and taken to the baronet's home. But the Good Samaritans are too late—Roma's mother is soon beyond all earthly aid.

Lady Millman, a tender-hearted woman, is greatly distressed at Roma's grief, and finding she is left entirely destitute, she generously adopts the girl as her daughter.

We next see Roma installed in the home of her wealthy benefactress, and the gipsy girl finds some difficulty in conforming to the rules of polite society, but her mistakes only endear her all the more to her foster parents.

Roma is introduced to Arthur Barry, a friend of the family, and she conceives a passionate admiration for him. Unconscious of this, Barry devotes himself to Lady Millman, who has perhaps given him more encouragement than is wise. A good woman, staunchly true to her husband, she has drifted into this habit of playing with fire, not realising the consequences.

A few nights later there is a reception at the great house, and Roma has an opportunity of further acquaintance with the handsome young man. But while engaged in animated conversation with the girl, Barry manages to convey a note to Lady Millman, begging her to meet him in the gardens.

Unfortunately Lady Millman drops the note and shortly afterwards, when she and Roma are having a quiet chat, she discovers her loss. Fearing that her husband may discover it, she confides in Roma, who, while heartbroken at finding that Arthur's love is not for her, offers to meet him in the gardens in place of her benefactress, and thus divert any suspicion which might fall on Lady Millman. The latter's fear that the note has fallen into her husband's hands is only too true, and Sir Henry, mad with jealousy, yet not wishing to accuse his wife without certain proof, resolves to be present at the meeting.

At 11 o'clock Roma slips into the gardens, but just as she encounters Barry Sir Henry breaks in upon them. Relieved to find that his suspicions are incorrect, the baronet's passion somewhat cools, but he demands an explanation of Barry all the same.

Nonplussed, the unwilling conspirators are at a loss to act, but in the midst of their rambling explanation they are hurried back to the house by Sir Henry. According to the baronet's rigid code of honour, Barry has compromised Roma, and in order to save the elder woman's name, Roma consents to a marriage, but immediately after the ceremony leaves her husband and writes a letter to him.

"I know that it is my dear friend whom you love, and not me.
So I am going out of your life for ever."

Lady Millman, who has learnt a bitter lesson through this tragic result of her indiscretion, sadly misses her protégé. Barry, too, realises that he loves the woman who has gone out of his life, and resolves to search for her.

Months elapse and no clue is discovered as to her whereabouts, until one night he wanders into a music-hall for a few hours' distraction. He is astonished to find Roma appearing as the Star turn.

During her performance, and while Barry is planning a way of making himself known to her, an old roué seated in front of him makes his attentions objectionable to the Dancer, and Arthur in his indignation challenges him. As Roma retires, she looks curiously at the man who is saving her from insult, and recognises her husband.

A re-union follows, but in spite of Arthur's protestations of love, she cannot believe that happiness has come to her at last.

At this juncture, the door of the dressing room is thrown open, and the man who attempted to insult Roma enters. He challenges Arthur Barry to a duel. Roma, alarmed at this turn of affairs, endeavours to dissuade Arthur from accepting it, but without avail.

The next morning, the two men meet by appointment, and the affair of honour is commenced.

Barry, unskilled in swordsmanship, is somewhat at a disadvantage from the first, and acts on the defensive. But his adversary breaks down his guard, and inflicts a nasty wound. As he is being attended to by the doctors, Roma arrives in her car, and throwing convention to the winds, seeing only the man she loves, who has fought and risked his life to defend her from insult, she brushes past the medical man, and throws herself on the grass beside her husband. "I will love you and stay with you always."

A few days later, when Arthur has sufficiently recovered from his wound to receive visitors, Roma steals into the room with a great bouquet of flowers, and in an atmosphere of peace and happiness, the story ends.

ON SERVICES.

A good Service is the backbone of a good Show, and no matter how cosy your Hall, how comfortable your accommodation, these items will not avail unless backed up by the strong argument of a good Programme. When all is said and done your patrons come to see the pictures and they must be your first consideration. The booking of Feature films and Exclusives are matters which of course you can more or less control, but in booking a Programme the conditions necessarily put the Showman under the obligation of rusting himself considerably to his Renter. The remedy then is to go to a Renter whose buyings are of sufficient magnitude to permit of good variety and whose buyer is sufficiently discerning and unbiassed to ensure getting the maximum of quality. We have no hesitation in saying that our resources are unequalled in the matter of supplying you with a thoroughly good programme at moderate rates.

We give below some particulars of our Service buyings for April, and would welcome any enquiry for additional services. A glance at the list will show that there is a great variety of subjects and makes.

SERVICE BUYINGS FOR APRIL.

Title	Des.	Length	Maker
A Desperate Chance ...	D.	978	Kalem
The Price of Jealousy	D.	1030	Lubin
Gun Fighter's Sun ...	D.	950	Selig
All for a Girl	C.	567	Vita.
Fairy Battle...	C.	810	C.&M.
In the Zoological Gardens	Int.	310	Gau.
Bloomer's Adventure...	C.	470	Cines.
By Unseen Hands ...	D.	2270	Cines.
Broncho Billy's Brother	D.	998	S.&A.
Bad Tangle	Com.	636	Imp
Merry Pimple's Moving Day	C.	615	Amb.
Father's Little Flutter	C.	600	Hep.
The Last Note	D.	1024	Lubin
The Masher Cop ...	C.	479	A. B.
The Horse that would not stop hitched ...	C.	513	Kalem
The Hat	D.	830	Vita.
Who stole Bunny's Umbrella?	C.	610	Vita.
The Girl at the Brook	D.	999	S.&A.
Studies in Reptile Life	Int.	415	Kineto.
Vengeance	D.	1913	Imp
Silence of Richard Walton	D.	725	Hep.
Marriage of Convenience	D.	1010	Vita.
Cowboy Editor	C.	537	Selig
Dangerous Weapon ...	C.	495	Milano
Tweedledum as Cabman	C.	395	Amb.
The Nurse of Mulberry Bend	D.	988	Kalem
Funnicus has an Idea	C.	400	Eclair
Mandy's Adventure ...	C.	400	Clar.
In and around Scotland	Tr.	395	Kineto.
Too many Caseys ...	C.	673	Vita.
Red Man's Burden ...	D.	1000	Edison
Oil and Water	D.	1546	A. B.

Title	Des.	Length	Maker
In the Toils of a Blacksmith	D.	1170	Barker
Sagacity a Crime ...	D.	1251	B.&C.
Fine Day for Tweedledum	C.	590	Amb.
Maudie's Adventure ...	C.	400	Clar.
The Prosecuting Attorney	D.	995	Kalem
An Unsullied Shield ...	D.	1000	Edison
The Thunderbolt ...	D.	1000	Thann.
A Quiet Flat	C.	455	Lux.
A Motor Ride in the Alps	Tr.	215	Gau.
Dupin as a Policeman	C.	485	Urban
A Perfect Cure	C.	430	Cosmo.
Stout and Leah's Honeymoon	C.	400	Cines
The Title Cure	C.	1000	Edison
The Clue	D.	1012	Selig
The Better Man	D.	908	Vita.
Monty's Mistake... ...	C.	425	Hep.
Regeneration of Nancy	D.	1014	Lubin.
Oh! What a Book ...	C.	461	A. B.
The Making of Broncho Billy	D.	996	S.&A.
Through Shadowed Vales...	D.	972	Imp
Father's Lesson	D.	1005	A. B.
Bloomer's Riversuit ...	C.	455	Cines
Billikin Revolts	C.	365	C.&M.
Tweedledum as a Boxer	C.	475	Amb.
Coster Joe	D.	745	Clar.
As it is in Life	D.	988	A. B.
The Game Warden ...	D.	618	Kalem
Drink's Lure	D.	1013	A. B.
His Children	D.	1061	Lubin
The Cold Storage Eye	C.	378	Kalem
The Way of the World	D.	958	A. B.
Life in the Balance ...	D.	988	Kalem.

(Owing to pressure on space, this list will be completed next week.)

FEATURE FILMS FOR SALE.

We have below a list of Feature Films for immediate disposal at special prices. They are all in excellent condition, complete with titles.

A High Stake	2663-ft. Nord. ...	Nov. 16 ...	1d. ft.
Aeroplane Elopement	1010-ft. Bta. ...	...	£2 5s.
All in Vain	2000-ft. Nord. ...	Nov. 25 ...	1¼d. ft.
Black Chancellor	3000-ft. Nord. ...	July 28 ...	£2 10s.
Pilgrims Progress	3500-ft. Amb. ...	Oct. 19 ...	¾d. ft.
Back to the Primitive	1000-ft. Selig ...	...	£2.
*Black Blood	3000-ft. Vitos ...	...	1d. ft.
Bohemian Girl	3000-ft. Rep. ...	Nov. 9 ...	1d. ft.
Broken Sword	3116-ft. Duskes. ...	Nov. 28 ...	1½d. ft.
Corkscrew Gang	2785-ft. Danish ...	Nov. 3 ...	1d. ft.
Captain Kate	1000-ft. Selig ...	...	£2
Charge of the Light Brigade ...	1000-ft. Edison ...	Sept. 7 ...	½d. ft.
Clown's Revenge	2352-ft. Nord. ...	Nov. 9 ...	1d. ft.
Cry of the Children	2214-ft. Than. ...	Nov. 9 ...	1d. ft.
*Drummed Out	2500-ft. Vitos. ...	...	½d. ft.
Empire Builders	2390-ft. Bison ...	Dec. 1 ...	1½d. ft.
Fatal Ring	3000-ft. Gau. ...	Oct. 6 ...	¾d. ft.
French Spy	2900-ft. Vita. ...	Oct. 3 ...	¾d. ft.
Fire at Sea	2216-ft. Nord. ...	Oct. 27 ...	½d. ft.
Flooded Mine	2160-ft. Claren. ...	Oct. 27 ...	¾d. ft.
Governor's Daughter	2350-ft. Nord. ...	Aug. 17 ...	½d. ft.
Greed for Gold	3145-ft. Pathé ...	Oct. 26 ...	1d. ft.
His Lost Memory	2171-ft. Nord. ...	Nov. 2 ...	¾d. ft.
Leap to Death	2800-ft. Cosmo. ...	Oct. 27 ...	¾d. ft.
Mine Owner	2521-ft. Cont. ...	Dec. 15 ...	1½d. ft.
Only a Jew	1600-ft. Messter ...	...	½d. ft.
Oliver Twist	3700-ft. Hep. ...	Oct. 24 ...	1d. ft.
Prisoner of War	1000-ft. Edison ...	Sept. 7 ...	½d. ft.
Plot and Counterplot	2827-ft. Cines ...	Nov. 23 ...	1d. ft.
*Rights of Youth	2500-ft. Nord. ...	...	1d. ft.
*Ring that Binds	3000-ft. Vito. ...	...	1d. ft.
Rip van Winkle	2099-ft. Vita. ...	Nov. 28 ...	1½d. ft.
Sisters Ordeal	2990-ft. Cines ...	Nov. 30 ...	1d. ft.
Still Alarm	1000-ft. Selig ...	...	£2.
Tale of Two Cities	3000-ft. Vita. ...	...	1d. ft.
'Twixt Life and Death	2000-ft. Amb. ...	Nov. 10 ...	1d. ft.
Under Two Flags	2000-ft. Than. ...	Nov. 9 ...	1d. ft.
When Love Dies	2600-ft. Nord. ...	Aug. 10 ...	½d. ft.
Wheel of Fate	2148-ft. Nord. ...	Oct. 6 ...	¾d. ft.
When Bacchus Reigns	2380-ft. Nord. ...	Dec. 1 ...	1¼d. ft.

All marked thus * are for Export only.

FEATURE FILMS.

These films are offered subject to the dates required being open on receipt of order. While every endeavour is made to ensure punctual delivery of Films we cannot hold ourselves responsible for delay or non-delivery from any cause. If a confirmation by wire is required, stamps for payment should be enclosed.

ALL QUOTATIONS ARE FOR THREE DAYS' BOOKINGS, UNLESS OTHERWISE SPECIFIED.

Wiring No.	Name of Film.	Length ft.	Maker.	Released.	March 24	March 27	March 31	April 3	April 7	April 10	April 14	April 17	Posters.
896	The Mystery of the Corner House	2844	Nordisk	Mar. 31	—	—	140/-	140/-	120/-	120/-	90/-	90/-	—
897	From the Depths of the Sea	1950	Cosmo.	Mar. 30	—	—	—	—	80/-	80/-	60/-	60/-	—
895	On Secret Service	2300	K. B.	Mar. 16	85/-	—	65/-	65/-	55/-	55/-	45/-	45/-	—
898	The Keeper of the Secret	2635	Cines	Mar. 26	—	—	130/-	110/-	110/-	90/-	90/-	80/-	—
899	Aurora Floyd	2000	Than.	April 10	—	—	—	—	—	—	—	80/-	—
900	Vengeance	2000	Imp	April 3	—	—	—	—	—	80/-	80/-	60/-	—
901	John Sterling, Alderman	1874	Imp	Mar. 20	100/-	80/-	—	60/-	60/-	50/-	50/-	40/-	—
891	Balaoo	2100	Eclair	April 6	—	—	—	—	—	—	—	80/-	—
892	The Vengeance of Durand	2027	Vita.	April 5	—	—	—	—	—	—	—	80/-	—
893	Oil and Water	1546	A.B.	April 6	—	—	—	—	—	—	50/-	50/-	—
894	Re-incarnation of Karma	1886	Vita.	Mar. 22	100/-	100/-	80/-	80/-	—	—	50/-	50/-	—
886	A Woman's Honour	2400	Dansk.	Mar. 13	—	—	80/-	70/-	70/-	60/-	—	—	—
887	Escape of White-glove Gang	2500	Gau.	Mar. 23	—	—	100/-	100/-	80/-	80/-	70/-	70/-	—
888	The Card Sharpers	2056	Cines	Mar. 5	—	—	50/-	40/-	40/-	30/-	30/-	25/-	—
889	The Stolen Jewels	1950	Gen.	Apr. 3	First	Vacan	cy Apr	il 3	£5 3	days.			—
890	The Sacrifice	2772	Nor.	Mar. 16	—	120/-	—	90/-	—	80/-	70/-	70/-	—
882	Billy's Burglar	1722	Vita.	Mar. 8	—	—	40/-	40/-	30/-	30/-	25/-	25/-	—
883	A Strong Man's Love	2095	Claren.	Mar. 30	—	—	—	—	80/-	80/-	60/-	60/-	—
884	The Star of Bethlehem	2000	Than.	Mar. 15	—	—	70/-	—	60/-	60/-	50/-	50/-	—
885	Called Back	2000	Than.	Apr. 2	First	Vacan	cy Apr	il 3	£5 3	days			—
2726	Nora's Debt of Honour	1245	Claren.	Jan. 27	15/-	15/-	15/-	15/-	15/-	15/-	15/-	15/-	—
2809	Triangle	1210	Selig	Feb. 20	20/-	20/-	20/-	20/-	17/6	17/6	15/-	15/-	—
	Cracksman's Daughter	1665	C. & M.	Mar. 6	45/-	45/-	35/-	35/-	30/-	30/-	25/-	25/-	—
878	Blow for Blow	2400	Cines	Mar. 12	80/-	—	70/-	60/-	60/-	50/-	50/-	40/-	Q.C. 6 sh., 8 sh.
879	A Court Intrigue	2834	Nordisk	Mar. 9	—	—	80/-	80/-	70/-	70/-	60/-	60/-	6 sheet (2 kinds)
880	It's never too late to Mend	2000	Edison	Mar. 22	—	—	—	—	—	70/-	60/-	60/-	Q.C. 6 sheet
881	Detective Dickson	2090	Lux.	Mar. 5	—	60/-	60/-	—	50/-	—	40/-	40/-	8 sheet
873	Zigomar (The Eel's Skin)	3200	Eclair	Mar. 23	—	—	—	—	90/-	90/-	80/-	80/-	4 sheet, 16 sheet
874	"Tigris"	3950	Tyler	Mar. 16	—	—	—	120/-	100/-	100/-	90/-	90/-	Q.C. 4 s., 8 s., 16 s.
875	James Patterson, Detective	2300	Duskes	Feb. 27	—	—	—	—	40/-	40/-	30/-	—	Q.C. 4 sh., 8 sh.
876	Romeo and Juliet	2000	Thanhouser	Mar. 8	60/-	60/-	50/-	50/-	—	—	40/-	40/-	Q.C. 6 sheet
877	A Hero of the Mountains	2930	Eiko	Mar. 16	—	—	90/-	—	80/-	70/-	70/-	60/-	Q.C. 6 sh., 8 sh.
2773	Merchant of Venice	2000	Thanhouser	Feb. 10	30/-	30/-	25/-	25/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet

2734	His Brother's Crime	2248	Cines	Jan. 30	35/-	30/-	30/-	25/-	25/-	20/-	20/-	20/-	Q.C.
2733	Paul Sleuth, Burglary Syndicate	1140	C. & M.	Jan. 30	20/-	20/-	20/-	20/-	17/6	17/6	15/-	15/-	Q C.
870	The Law of the West	2500	Bison	Feb. 2	—	—	—	35/-	30/-	30/-	30/-	30/-	6 sheet Q.C.
871	The Secret of the Mine	2000	Lux.	Feb. 1	—	—	—	—	25/-	25/-	25/-	25/-	Q.C. 8 sheet
872	A Life for a Life	2322	Cines	Feb. 15	—	—	—	40/-	—	—	25/-	25/-	8 sheet Q C.
866	Salome	2350	Savoia	Feb. 8	—	—	30/-	30/-	25/-	25/-	—	25/-	8 sheet Q.C.
867	The Secret of the Safe	2778	Cines	Feb. 22	70/-	—	60/-	60/-	50/-	50/-	40/-	—	6 sheet Q.C.
868	As you like it	3115	Vita.	Feb. 8	50/-	50/-	40/-	—	—	30/-	30/-	30/-	Q.C.
857	The Shaughraun	3000	Kalem.	Mar. 16	120/-	—	90/-	90/-	80/-	80/-	70/-	70/-	2 sh., 6 sh., 12 sh.
863	The Devil's Daughter	3008	Nordisk	Feb. 16	60/-	—	—	50/-	—	40/-	35/-	35/-	4 sh., 6 sh., 12 sh.
864	At the Foot of the Scaffold	1925	Hepworth	Feb. 9	—	—	—	30/-	—	25/-	20/-	20/-	Q.C. 6 sheet
865	Undine	2000	Thanhouser	Feb. 22	—	—	—	40/-	30/-	30/-	25/-	25/-	Q.C. 6 sheet
861	The Smouldering Spark	1500	Selig	Feb. 9	—	25/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
862	On the Steps of the Throne	3350	Pasq.	Feb. 23	70/-	—	—	—	—	—	—	40/-	Q.C. 6 sh., 8 sh.
854	The Crooked Path	2137	Lubin	Feb. 2	—	30/-	—	—	25/-	25/-	20/-	20/-	Q.C. 6 sh., 12 sh.
855	The Stolen Symphony	2023	Lubin	Feb. 16	—	—	—	—	—	—	25/-	25/-	6 sh., 12 sh. Q.C.
856	The Kerry Gow	2770	Kalem	Feb. 9	—	—	—	40/-	—	35/-	30/-	30/-	Q.C. 6 sh , 12 sh.
858	The Stolen Treaty	3165	Nordisk	Feb. 2	—	—	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet, 8 sheet
853	The Panther's Prey	1920	Gaumont	Jan. 5	—	—	—	—	20/-	20/-	20/-	20/-	Q.C. 8 sheet
852	A Race for an Inheritance	2400	Gaumont	Dec. 26	—	—	25/-	25/-	20/-	20/-	20/-	20/-	4 sheet, 8 sheet
848	At the Risk of her Life	2800	Cosmo	Jan. 26	—	—	30/-	30/-	—	30/-	30/-	30/-	
844	The Woman in White	2000	Than.	Jan. 22	—	—	—	20/-	20/-	20/-	20/-	20/-	6 sheet Q C.
840	Kings of the Forest	1800	Selig	Jan. 19	25/-	25/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
842	Father	3485	Itala	Jan. 19	—	—	—	—	30/-	30/-	30/-	30/-	6 sheet, 8 sheet
841	The Black Mask	2950	Am. Re.	Jan. 11	—	—	30/-	30/-	—	30/-	30/-	30/-	8 sheet Q.C.
847	The Mills of the Gods	3079	Vita.	Jan. 9	—	—	—	—	30/-	30/-	—	—	—
839	Jess (Rider Haggard)	3000	Than.	Jan. 8	—	30/-	—	30/-	30/-	30/-	30/-	30/-	6 sheet Q C.
843	Nicholas Nickleby	2000	Than.	Jan. 1	20/-	20/-	20/-	20/-	20/-	20/-	20/-	—	6 sheet Q.C.
836	The Tempest (Shakespeare)	1885	Eclair	Dec. 22	20/-	20/-	—	20/-	20/-	20/-	20/-	20/-	4 sheet, 8 sheet
838	The Three Comrades	2362	Nor.	Dec. 22	—	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
812	Monte Cristo	3150	Selig	Jan. 5	30/-	30/-	30/-	30/-	25/-	25/-	25/-	25/-	12 sheet, 6 sh. Q C.
831	The Massacre	2150	A. B.	Dec. 19	15/-	15/-	15/-	15/-	15/-	15/-	15/-	15/-	12 sheet, 6 sh. Q.C.
835	Nick Winter & the Stolen Favourite	3390	Pathé	Dec. 14	—	—	35/-	35/-	35/-	35/-	35/-	35/-	16 sh. Q.C., 4 sh.
824	The Mine Owner	2525	Contl.	Dec. 12	30/-	30/-	25/-	25/-	25/-	25/-	25/-	25/-	6 sheet Q.C.
846	The Badminton Hunt	1250	Barker	Dec. 8	—	—	10/-	—	10/-	10/-	10/-	10/-	Q.C.
845	When Bacchus Reigns	2380	Nor.	Dec. 1	20/-	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
826	Builders of the Empire	2390	Bison	Dec. 1	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
830	A Sister's Ordeal	2990	Cines	Nov. 30	—	25/-	25/-	25/-	25/-	25/-	25/-	25/-	6 sheet, 4 sh. Q.C
825	The Broken Sword	3000	Duskes	Nov. 28	—	25/-	25/-	25/-	25/-	25/-	25/-	25/-	4 sheet
832	Rip Van Winkle	2099	Vita.	Nov. 28	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C.
833	All in Vain	2000	Nor.	Nov. 25	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet, 8 sheet

FEATURE FILMS — *Continued.*

Wiring No.	Name of Film.	Length ft.	Maker	Released.	Mch. 24	Mch. 27	Mch. 31	April 3	April 7	April 10	April 14	April 17	Posters.
827	A High Stake	2663	Nor.	Nov. 23	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
829	Plot and Counterplot	2827	Cines	Nov. 23	—	30/-	30/-	30/-	30/-	30/-	30/-	30/-	8 sheet Q.C.
822	'Twixt Life and Death	2000	Ambr.	Nov. 10	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet
818	The Cry of the Children	2000	Than.	Nov. 9	20/-	20/-	20/-	20/-	15/-	15/-	15/-	15/-	6 sheet Q.C.
810	Under Two Flags	2000	Than.	Nov. 9	20/-	20/-	20/-	20/-	15/-	15/-	15/-	15/-	6 sheet Q.C.
803	The Bohemian Girl	3000	Rep.	Nov. 9	25/-	25/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
828	A Clown's Revenge	2352	Nor.	Nov. 9	30/-	30/-	25/-	25/-	25/-	25/-	25/-	25/-	6 sheet
820	Siegfried	2660	Ambr.	Nov. 4	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet, 4 sheet
809	The Corkscrew Gang	2785	Gerr.	Nov. 3	25/-	25/-	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet
817	His Lost Memory	2171	Nor.	Nov. 2	—	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
816	Fire at Sea	2216	Nor.	Oct. 27	17/6	17/6	17/6	17/6	17/6	17/6	17/6	17/6	6 sheet, 8 sheet
783	Oliver Twist	3700	Hep.	Oct. 24	35/-	35/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
787	The Pilgrim's Progress	3500	Ambr.	Oct. 13	40/-	40/-	35/-	35/-	35/-	35/-	35/-	35/-	8 sheet
814	The Wheel of Fate	2148	Nor.	Oct. 6	15/-	15/-	15/-	15/-	15/-	15/-	15/-	15/-	6 sheet
799	The Fatal Ring	3000	Gau.	Oct. 6	25/-	25/-	20/-	20/-	20/-	20/-	20/-	20/-	4 sheet
798	The French Spy	2900	Vita.	Oct. 3	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet Q.C.
782	Governor's Daughter	2600	Nor.	—	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	—
770	When Love Dies	2350	Nor.	—	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
589	Tale of Two Cities	3034	Vita.	—	25/-	25/-	25/-	25/-	25/-	25/-	25/-	25/-	—
804	Leap to Death	2800	Cosmo.	Oct. 27	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet 8 Q.C.
815	Charge of the Light Brigade	1025	Edison	Oct. 25	15/-	15/-	15/-	15/-	15/-	15/-	15/-	15/-	6 sheet
808	The Flooded Mine	2160	Claren.	Oct. 27	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
807	The Greed for Gold	3145	Pathé	Oct. 26	25/-	25/-	25/-	25/-	25/-	25/-	25/-	25/-	
—	Lolotte (Cafe Chantant Singer)	2000	—	—	40/-	40/-	—	—	40/-	40/-	40/-	40/-	6 sheet Q.C.
—	Black Panther	3000	—	—	60/-	60/-	50/-	50/-	40/-	40/-	40/-	40/-	Q.C., 4 sh., 8 sh.
—	Dante's Inferno (Helios)	1100	—	—	40/-	40/-	35/-	35/-	30/-	30/-	30/-	30/-	D.C., 4 sh., 16 sh.
—	Daughter's Sacrifice	1500	—	—	40/-	40/-	35/-	35/-	30/-	30/-	30/-	30/-	6 sheet
—	Only a Jew	1500	—	—	40/-	40/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
—	Black Blood	3000	—	—	40/-	40/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet, 12 sheet
—	The Ring That Binds	3000	—	—	40/-	40/-	30/-	30/-	30/-	30/-	30/-	30/-	Q.C., 6 sheet
—	Drummed Out	2500	—	—	20/-	—	20/-	20/-	20/-	20/-	30/-	30/-	Q.C., 12 sheet
—	Thro' Trials to Victory	2500	—	—	20/-	20/-	20/-	20/-	20/-	20/-	20/-	30/-	6 sheet
—	The Rights of Youth	2500	—	—	20/-	20/-	20/-	20/-	20/-	20/-	20/-	30/-	6 sheet

THE EXCLUSIVE OF THE SEASON.

A difficulty which the Kinema story has laboured under from its first inception is the fact that so few artists of repute have acted for it, with the result, that the exhibitor, in booming his films, can only rely upon the sensational character of the stories to attract his patrons. Nowadays, of course, the difficulty is not so acute, as clever artists the world over have made names for themselves as Kinema artists pure and simple. For example, John Bunny and Maurice Costello, of the Vitagraph Co., if they figure on your programme, are sufficient to warrant a successful house. But, notwithstanding this improvement, there are still a tremendous number of actors working before the camera who are practically nameless as far as the picture-going public is concerned, and it is therefore a distinct advantage to an exhibitor to be in a position to advertise well-known London artists in his programme.

The names of Mr. George Grossmith and Miss Phyllis Dare are therefore sufficient warranty for us to advertise our new dancing film, "The Argentine Tango," as THE exclusive of the season. These two famous artists are at the top of their profession and their reputation is world-wide. Everyone who has seen them *in propria persona* will want to see them on the screen, and those who have not yet done so will welcome the opportunity thus afforded them.

If you are interested in the exclusive rights of this picture for your town, you should get in touch with us immediately, and on request we will send you a copy of an attractive synopsis which we have prepared, together with samples of special postcards and other advertising matter which we are issuing in connection with the film.

A few words more. Your Opposition has equal chances with you of discovering this big pulling, money-making exclusive. Do not let him get in front of you.

We shall be showing this picture daily at our Theatre (No. 10), at the Kinematograph Exhibition at Olympia (March 22nd to 29th), and all Exhibitors in town should make a point of seeing it.

"THE BOY SCOUT HERO."

This famous exclusive, under the patronage of Sir Robert Baden Powell, the Chief Scout, is still booking merrily, and can be offered at the special price of £2 for three-day bookings. Quad-crown and six-sheet posters are available for this picture.

By special arrangement with the Shaftesbury Feature Film Co., we shall be showing their famous exclusive "SISTER BEATRIX" at our Theatre at Olympia, and our representative is authorised to accept bookings on the Company's behalf.

If your Show wants waking up, book one of our long features, and then watch your Opposition's long features!

We noticed a scenic at a theatre the other night, the title of which ran: "Views of So-and-So. Taken on the Spot." Was the latter unconscious humour?

Selig's big feature, "The Cowboy Millionaire," will be showing at our Cardiff branch on the 25th inst., at 11 o'clock.

The pictures projected in our theatre at Olympia will be accompanied by Murdoch's Orchestriano, a wonderful instrument of enormous power and variety of tone.

A BURNING QUESTION.

It is a curious coincidence that two of the youngest and largest industries of the present day—the motor and the Kinematograph—are dependent for their existence on materials of an inflammable nature.

In our own trade this element of danger proved a serious hindrance to development in earlier days; but authority, acting wisely for once, decreed that special precautions should be taken, with the result that the danger has been reduced to an almost negligible point. We say *almost negligible*, advisedly, for the danger still exists, and still has to be guarded against.

Remember the serious damage that even a small blaze will cause to your business, and guard against it as far as is humanly possible.

An efficient fire extinguisher hung in a convenient position will amply repay its cost in the event of an accident.

We are the sole authorised agents to the trade for the X. L. C. R. Fire Extincteur. This machine is the simplest on the market, and all one has to do is to turn it upside down, when a powerful jet of water, impregnated with carbonic acid, can be directed on the flames.

The prices of the Extincteur are as follows :—

To hold 10 pints.	Enamelled red	**39/6**
,, ,,	Copper	**49/6**
,, 2 gallons.	Enamelled red	**59/6**
,, ,,	Copper	**69/6**

These prices include a wall bracket with each machine, and are subject to a discount of 5 per cent., cash with order.

SOME CHEAP EXCLUSIVES.

Special attention is drawn to the remarkably cheap exclusive films which are included at the foot of our feature film list.

"Black Blood," "Drummed Out," "Lolotte," and "Thro' Trials to Victory" are all good quality pictures, and worth booking.

With the majority of these exclusives, we are giving away free of charge, 500 synopses, in respect of every three-day booking. This offer holds good until stocks are exhausted.

AN ELOQUENT ADVERTISEMENT.

The Screen in your Theatre obviously forms the cheapest method of informing your patrons of your future plans. Have you ever seriously considered an advertising campaign by means of slides?

A message well printed or sketched on an ordinary opaque slide will interest your patrons especially if the matter is changed frequently.

There are so many things you can announce in this way. Your coming programmes, special matinees, special topicals, and results of local sporting matches or elections and similar notices all tend to keep your audience in a good humour with you and your show.

After all it is easier to keep your old clients than to gain new ones, and this is one of the most economical ways in which it can be done.

We supply opaque slides at 10d. per dozen. Cinema black, sufficient for a hundred coatings, costs 1s. the bottle.

Particularly effective is the Rainbow Slide, by means of which your announcements, written in the ordinary manner, appear on the screen in all the colours of the rainbow. These are 6d. each, and a half-dozen will be sent carriage paid.

STAR FEATURES.

Our Star feature department was instituted as a means of enabling Exhibitors to book up Feature films which had been issued for some considerable period but which were good enough to warrant re-issuing.

The chief objection to reviving an old film is the matter of condition, but we have successfully overcome this by purchasing new copies.

The hiring terms for these pictures remain at a fixed price continually, and the films themselves are subjected to periodical overhauls and replacement of worn parts, thus keeping the copy in excellent showing condition.

We have commenced the list of Star Features with a copy of "UNCLE TOM'S CABIN," a Kinematograph representation of the famous story by Harriet Beecher Stowe, which was the means of moving Europe to action against the Slave Trade. The story has long been a popular one in theatrical circles and you are assured of a certain draw if you feature this at your house.

We have an excellent range of printing in double crown, 6 sheet and 16 sheet posters, which will increase the pulling powers of the film. The 6 sheet poster is illustrated herewith, and depicts the death of Uncle Tom, with a vision of Little Eva appearing to him.

We are desirous of making additions to the list of these films from time to time, and ask our readers to be good enough to send along suggestions of suitable films. We have a large number of suggestions on hand, notably, "Zigomar" No. 1, "The Fall of Troy," and "After 50 Years," and these titles will give our readers some idea of the kind of film we are thinking of buying.

Wiring No.		Maker.	Length Feet.	VACANT.
869	"UNCLE TOM'S CABIN"	Vita.	2400	Mar. 31st, week, £6

MANAGERS, OPERATORS,

and others desirous of engagements, are cordially invited to register their names, addresses and qualifications with this Company, when they will be put in touch with proprietors having vacancies.

PROPRIETORS

having vacancies are invited to avail themselves of this register.

PITY THE POOR RENTER!

A GEM FROM OUR LETTER BAG.

The following is an actual copy of a letter received from a budding plot-writer. If any of our readers are thinking of producing a thrilling drama, here's their chance.

"THE KINETRADOGRAM TRADING CO.

"Sir,—I have a sketch for the bioscope or for the stage if you purchase it at a price I will agree to forward one free of charge also in addsion to iti is both most Interesting and taste to the public eye I wish to hear from you at an early date from your faithfully.

PO PART TEMPORY OF SKETCH.

"James as a boy at school grew up to a lad as an aprentist ran an away in course of Time got engage again to a Wealthy lady after the third Year love and Jeliousy fall in she accuse him of a dreadfull crime of which he As to pay a death pentalty for the sake of is sweethart.

"Please send me a price for the higest Purcher get one in addsion to it free of charge also."

ACCESSORIES.

The hundred and one small requirements of the exhibitor are admirably catered for by our Accessories Department, and we give below particulars of some of our leading lines.

CARBONS.

(Siemens)

Quality A	14 m/m solid.	Per bundle of 25.	6 inch	... ... 1/8
,,	16 m/m ,,	,,	,,	... ... 2/6
,,	18 m/m ,,	,,	,,	... ... 3/3
,,	20 m/m cored	,,	,,	... ... 3/-
,,	22 m/m ,,	,,	,,	... ... 3/6
,,	24 m/m ,,	,,	,,	... ... 4/9
Quality S A				
(Extra hard)	20 m/m Copper Cored	,,	,,	... ... 8/6
	22 m/m ,,	,,	,,	... ...10/6
	24 m/m ,,	,,	,,	... ...12/6

SLIDES.

Coloured (various, including King, Queen, etc.)	each 1/6
Plain (various wording)	,, 1/-
Rainbow (very effective)	,, 6d.
Opaque	per doz. 10d.
Copper Slides—Clock	each 7/6
,, ,, Exclusive	,, 5/-

SLIDE BOXES.

Grooved, to hold 12	each 1/3
,, ,, 24	,, 1/6
,, ,, 36	,, 1/9
,, ,, 50	,, 2/-
,, ,, 100	,, 3/6
Cinema Black, for use with Rainbow Slides	per bottle 1/-
Film Cement...	per large bottle 6d.
Sprayers	each 5/-, 10/- & 12/6
Perfumes (various)	... per oz. bottle 1/6
Tickets, per dozen rolls of 1,000	4/6

METAL POLISH.

The Albow Metal Polish is of exceptional quality, and those of our customers who have tried it are delighted with the beautiful results so easily obtainable. Its use saves a great deal of labour.

Price per large tin, 1s.

BASKETS OF FLOWERS.

These baskets of flowers to hang in the vestibule are extremely attractive in appearance, and are one of our most successful lines.

Roses ... ... Price each, 4s. 6d.
Geraniums ... ... Price each, 4s.

LATEST PURCHASES.

"A HUMAN TARGET."

Ambrosio. *2,000 ft.* *Released April 20th, 1913.*

An exciting picture of circus life with a most thrilling finale. The hero of the story is a crack-shot, and, with his sweetheart, he obtains an engagement at a music-hall. His handsome bearing attracts the attention of a dancer with whom he speedily becomes fascinated, and neglects his old sweetheart. This causes a quarrel, and finally he leaves the theatre in company with the dancer. Later on we see the pair again in a travelling circus. He has now added to his act a sensational incident in which his girl partner is bound directly in front of a small cannon to which is connected a long fuse. This is set alight and the marksman stands at the other side of the arena and puts out the fuse with a single shot. By a curious coincidence the circus comes to the town where his jilted sweetheart and her father live, and, hearing the news, the father plans a terrible revenge. Gaining access to the circus he inserts blank cartridges in the rifle which is used in the performance. That evening, the dancer, having a presentiment of danger, refuses to take part in the performance in spite of all entreaties. His old sweetheart hearing of this volunteers to take up the dangerous post. When the time comes and the fuse is set alight the marksman takes up his stand, pulls the trigger and is startled to find no result. Meantime the fuse is creeping on, and, finding there is not a moment to spare, he pulls out a revolver and just manages in the nick of time to cut off the fuse. Reconciliation follows and furnishes a satisfactory ending to an exciting picture.

First vacancy April 21st. £10 the week.

"AT THE PROMPTING OF THE DEVIL."

Hepworth. *2,025 feet.* *Released April 27th.*

This strong feature by the famous English house depicting everyday English life and telling an exciting story with a wholesome moral, should prove a welcome change for the picture-goer. The acting throughout is excellent, and Alex Worcester adds still further to his laurels by his clever work in the part of Jim Dowling.

First vacancy April 28th. £10 the week.

"GOLD FROM THE GUTTER."

Nordisk. *2,588 ft.* *Released April 7th, 1913.*

An exceptionally fine production by the Nordisk Co. The title is especially appropriate, as the story shows, in the words of the Nordisk people, "How a society woman proves to be dross against the golden simplicity of a poorly nurtured slum girl." It has all the essentials to guarantee a popular success.

First vacancy April 7th. £12 10s. the week.

ST. CLEMENTS PRESS, 38, Gracechurch Street, E.C., and Kingsway, W.C.

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ST. CLEMENTS PRESS, 38, Gracechurch Street, E.C., and Kingsway, W.C.

OLYMPIA

March 22nd
to
March 29th.

EVERY EXHIBITOR

WHO IS NOT AT PRESENT
ON OUR

MAILING LIST

SHOULD MAKE A POINT OF
LEAVING HIS CARD AT

THEATRE No. 10

OR

STAND No. 4

(RENTER'S SECTION.)

KINEMATOGRAPH TRADING CO., LTD.

OLYMPIA MARCH 22nd to 29th.

Sister Beatrix

(A MIRACLE PLAY)

Will be shown at

THEATRE No. 10

DAILY

(By arrangement with the Kinemacolor Trading Co., Ltd.)

Music by Messrs. Burdett, Burdett & Co's ORCHESTRIANO.

What Exhibitors say of this great picture:

"The exhibition of your film, Sister Beatrix, was attended with very marked success at the two theatres in this circuit, where it has already been shown."—PICCOLOR THEATRES, LTD.

"We nightly turned hundreds away."—OLYMPIA, SCARBORO'.

"Your magnificent picture has created record business at all our halls. . . . . one and all agree it does not look it for quality, the time."—PROVINCIAL CINEMATOGRAPH CO., LTD.

Of the Trade Exhibition of this picture at the London Pavilion, the following Press notices appeared:

"The spectators showed how keenly they appreciated the beautiful display, which was loudly and deservedly applauded at the close."

"We have a splendid range of attractions . . . . . admirable matter for Sister Beatrix."

Sole Agents: Pathé Film Co., Ltd.,

103-105, SHAFTESBURY AVENUE,

LONDON, W.